

ABSTRACT

A design professional such as an interior designer, furniture sales associate or advertising designer running a browser program at a client computer (i) uses the world wide web to connect to a graphics server computer, and (ii) interactively selects or specifies furnishings or other objects from this server computer and previews the scene and communicates with the server, so as to (iii) receive and display to his or her client a high-fidelity high-quality virtual-reality perspective-view photorealistic image of furnishings or other objects displayed in, most commonly, a virtual representation of an actual room of a client's home or an advertisement scene. The photorealistic images, optionally provided to bona fide design professionals and their clients for free, but typically paid for by the product's manufacturer, promote the sale to the client of goods which are normally obtained through the graphics service provider's customer's distributor, profiting both the service provider and the design professional. Models, textures and maps of existing objects are built as necessary from object views or actual objects. Full custom objects, including furniture and other products not yet built, are readily presented in realistic virtual image. Also, a method of interactive advertising permits a prospective customer of a product, such as furniture, to view a virtual but photorealistic, image of a selected product located within a customer-selected scene, such as the prospective customer's own home, to allow in-context visualization.

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